

# ***"Going Viral: Public Health in Rush County"***



## **Video Contest**

### **Overview**

As a part of the 2011 Rush County Health Summit activities, the Partners for a Healthy Rush County (PHRC) and Rush County Health Department are hosting a video contest. The contest's theme is raising awareness of public health in Rush County.

The PHRC is looking for Rush County residents to produce and upload 2-4 minute videos onto [www.YouTube.com](http://www.YouTube.com) to help raise awareness of public health in Rush County. Participants will have the opportunity to receive recognition for their work.

### **1. Contest Rules**

*Note: "Entrant" is defined as either the sole individual entering the contest, or in the case of a group submission, this is the individual whose name will appear on the entry form. "Participants" are defined as all persons (including the entrant) involved in any aspect of the video's production. Participants do not have to appear in the video – they must simply be involved in some way.*

- Entrants must reside or work in Rush County.
- All submissions must be accompanied by release form(s):

Release forms are provided by the PHRC and must be signed by each participant (and their parents or legal guardians for all participants younger than 18 years of age). If the submission is made by a group, each participant in the group must submit a completed release form. The release forms are available on the Rush County government web site, [www.rushcounty.in.gov](http://www.rushcounty.in.gov), as well as from the Rush County Health Department, 101 East Second Street, Room 105, Rushville, Indiana, 46173.

- The PHRC shall not be responsible for any technical malfunctions of the telephone network, computer online system, computer equipment, software, program malfunctions or other failures, delayed computer transactions or network connections that are human, mechanical, or technical in nature, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from downloading as part of this contest.
- The PHRC and its designees reserve the right not to accept entries that are considered inappropriate for the contest (see Video Creation Requirements).

- The PHRC reserves the right (a) to suspend or cancel the contest in its sole discretion and (b) to select winners from among all eligible entries received prior to the cancellation date. The PHRC further reserves the right to modify the rules of the contest in any way or at any time.
- This contest is not open to the members of the panel of judges or their immediate family members.
- Participants agree to grant to PHRC and its designees license to use the video, including the film, video stills, concepts, etc., associated with the contest entry as part of promotional efforts. Each participant agrees and grants the PHRC and its designees permission to make available, display, perform and otherwise distribute participant's name and video submission in all media in perpetuity throughout the universe without compensation.
- Each participant agrees to indemnify and hold harmless the PHRC, the Rush County Health Department, Rush County, and its designees from any third party claims arising from or related to their participation in the contest. By entering this contest, participants agree that the PHRC, the Rush County Health Department, Rush County, and its designees and those involved in the development, production, implementation and distribution of this promotion and the participant's involvement, respective parent companies, affiliates, subsidiaries, service providers, and agencies, and their directors, officers, agents, employees, attorneys, and any other person or entity associated with such entities and/or promotion shall not be liable for any and all claims, damages, losses or injuries, including any third party claims, arising from or relating to, in whole or in part, this contest, including entry and participation in this contest and acceptance, possession, use, or misuse of the prizes. All participants further agree that in the event of any third party claims, damages, losses or injuries, arising from or relating to this contest, they will indemnify and hold harmless the PHRC, the Rush County Health Department, Rush County, and its designees from any and all such claims, including the attorneys' fees related thereto.

## 2. Video Creation Requirements

- Video must be uploaded to YouTube at [www.youtube.com](http://www.youtube.com).
- Videos should address a topic related to public health in one of the five (5) main categories, which include:
  - **The World Around Us (Environmental)** – topics could include, but are not limited to:
    - Recycling, toxic waste, air or water quality, septic systems, medication disposal, etc.
  - **Keep It Safe (Safety)** – topics could include, but are not limited to:
    - Texting while driving, accidents, bike safety, crib safety, food quality, farm safety, etc.
  - **Personal Responsibility (Behavioral Choices)** – topics could include, but are not limited to:
    - Tobacco use, drug or alcohol abuse, bullying, etc.
  - **Beyond the Bandaid (Diseases)** – topics could include, but are not limited to:
    - Cancer, heart disease, diabetes, STDs, asthma, influenza, etc.
  - **Everything's Okay (Wellness)** – topics could include, but are not limited to:
    - Parenting, mental health, fitness, exercise, obesity, diet, immunizations, etc.

- Participants may create any genre of video desired. Drama, comedy, trailer, parody, spoof, and documentary styles are all accepted. Entrants may submit multiple entries.
- Videos must not contain obscene language or content, including but not limited to: nudity, profanity, or graphic violence.
- Video must be between two (2) to four (4) minutes in total length. Entries exceeding 4 minutes in length will not be accepted.
- Each video submitted should be tagged using these words: Rush County, Indiana, public health.

### 3. How to Enter

- To enter, fill out the contest entry form and release form available from the Rush County government website ([www.rushcounty.in.gov](http://www.rushcounty.in.gov)) or from the Rush County Health Department. In the event of a group submission, the group must designate one entrant whom the PHRC will contact for information. Only one entry form will be needed for a group submission, however, all participants involved in the production of the video must sign release forms (including the signature of a parent or legal guardian if the participant is younger than 18 years old).
- There is no cost or purchase required to enter this contest.
- By entering this contest, participants agree to accept the Contest Rules.
- Entrants should upload their video on the YouTube Web site at [www.youtube.com](http://www.youtube.com). The URL for the video should be provided on the entry form. Entry forms that do not include the URL for the video will not be accepted.
- Entry forms, along with the appropriate release forms, must be postmarked no later than Friday, September 30, 2011, and must be either
  1. sent electronically to [videocontest@rushcounty.in.gov](mailto:videocontest@rushcounty.in.gov); or
  2. mailed to the Rush County Health Department, 101 East Second Street, Room 105, Rushville, Indiana, 46173

### 4. Judging Criteria

- The purpose of the video contest is to raise awareness of public health issues in Rush County. Entries will be judged on creativity and advancement of the contest's purpose to raise awareness of public health in Rush County.
- The PHRC's panel of judges will choose first, second, and third place winners in each of the five main categories and then first, second, and third place winners overall.
- Odds of winning depend on the number of entries received.

## 5. Notification

- Winners will be announced during an awards ceremony and video screening to be held during the 2011 Rush County Health Summit. The Summit will be held on Wednesday, October 26, 2011. Winners who are not present will be notified via e-mail and/or phone no later than October 31, 2011. Winners will be contacted at the phone number and/or e-mail address provided on the contest entry form.
- Videos will be featured during the Health Summit and may be distributed to media outlets.

## 6. Recognition of Winners

- Recognition of winners will be as follows:

1st Place (Overall – All Categories)	Cash Prize
2nd Place (Overall – All Categories)	Cash Prize
3rd Place (Overall – All Categories)	Cash Prize

1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners in each of the five (5) individual categories will also be recognized

- In the event of a group submission, the designated entrant whose name appears on the entry form is responsible for dispersing prize money to any group participants.
- Any awards not picked up during the Health Summit will be delivered on or after the week of October 31, 2011.

## 7. Timeline:

- Entries must be uploaded to [www.Youtube.com](http://www.Youtube.com) no later than Friday, September 30, 2011
- Entry forms and releases must be postmarked or e-mailed no later than Friday, September 30, 2011
- Winners will be announced and videos will be screened during the Rush County Health Summit on Wednesday, October 26, 2011